

THE CLAIMS

WHAT IS CLAIMED IS:

1. A method for the presentation a work to a user, comprising the steps of:
 - (a) obtaining a base work;
 - (b) selecting at least one randomization position within said base work;
 - (c) selecting, for at least one of said randomization positions, a plurality of alternative content segments associated therewith;
 - (d) for any randomization position so selected, randomly selecting one of said plurality of alternative content segments associated therewith; and,
 - (e) performing said base work and any alternative content segments so selected, said alternative content segments replacing at least a portion of said base work during said performance.
2. An apparatus for the presentation of a work to a user according to Claim 1, wherein said base work and said alternative content segments are stored on a computer-readable medium positionable to be in electronic communication with said apparatus, comprising:
 - (a) a microprocessor, said microprocessor being in electronic communication with said computer-readable medium, said microprocessor at least for processing information read from said computer-readable medium;
 - (b) computer memory in electrical communication with said microprocessor, said computer memory containing at least a plurality of computer

instructions defining the method of Claim 1, said plurality of computer instructions for execution by said microprocessor;

- (c) an output interface, said output interface being in electrical communication with said microprocessor and receiving information therefrom for purposes of presenting said base work and said alternative content segments to the user according to said plurality of computer instructions executed by said microprocessor; and,
- (d) a display device in electrical communication with said output system, said display device for presenting said base work and any selected alternative content segments to the user.

3. An apparatus according to Claim 2, wherein said computer memory is selected from a group consisting of RAM, ROM, EPROM, PROM, and flash RAM.
4. A method according to Claim 1, wherein at least one of said alternative content segments is a content segment taken from said base work.
5. A method according to Claim 1, wherein said base work is selected from the group consisting of a movie, a video recording, a musical work or a computer game.
6. A method according to Claim 1, wherein step (e) comprises the step of displaying said base work and any alternative content segments so selected on a video

display, said alternative content segments replacing at least a portion of said base work during said performance.

7. A method according to Claim 1, wherein each of said alternative content segments contains a plurality of computer instructions therein, and wherein step (e) comprises the steps of
 - (e1) executing an interactive computer program until one of said randomization positions is reached,
 - (e2) executing any computer instructions contained within said selected alternative content segment associated with said reached randomization position.
8. A method according to Claim 7, wherein said base work is a video game.
9. A method according to Claim 1, wherein step (a) comprises the step of defining a base work.
10. A method of preparing a work for presentation to a user, comprising the steps of:
 - (a) selecting a base work;
 - (b) selecting at least one randomization position within said base work, each of said at least one selected randomization positions having a marker position within said base work associated therewith;

- (c) for at least one of said selected randomization positions, selecting a plurality of alternative content segments associated therewith, each of said selected alternative content segments having a pointer associated therewith;
- (d) preparing a logic tree,
 - (d1) said logic tree containing at least one of said location values
 - (d2) for any location value contained within said logic tree, said logic tree containing pointers representative of at least two of said alternative content segments,
 - (d3) said logic tree associating alternative content segments with each of said at least one location values, and,
 - (d4) said logic tree defining at least a portion of a playback algorithm wherein said associated alternative content segments are randomly selected at wherein at said at least two alternative content segments are associated with at least one randomization position randomization position associated alternative content segments are randomly selected during playback at at least one randomization location;
- (e) storing said base work in a first computer-readable media; and,
- (f) storing said logic tree in a second computer-readable media.

11. A method of preparing a work for presentation to a user according to Claim 10, wherein said first computer-readable media and said second computer-readable media are a same computer-readable media.
12. A method according to Claim 10, wherein said base work is selected from the group consisting of a movie, a video recording, a musical work or a computer game.
13. A method for the presentation of a work to a user, wherein is provided
- a base work,
 - a logic tree associated with said base work, said logic tree defining at least one randomization point within said base work, and,
 - a plurality of alternative content segments for use with said base work and said logic tree, at least two of said plurality of alternative content segments being associated with said at least one randomization point,
- comprising the steps of:
- (a) reading at least a portion of said base work;
 - (b) reading at least a portion of said logic tree;
 - (c) performing said base work for the user at least until said at least one randomization point is reached;
 - (d) selecting randomly among said at least two alternative content segments associated with said randomization point;
 - (e) reading said selected alternative content segment; and,

(f) performing said selected alternative content segment for the user.

14. A method according to Claim 13, wherein said base work is chosen from the group consisting of a movie, a video recording, a musical work or a computer game.
15. A method according to Claim 13, wherein the step (a) comprises the step of reading said base work into computer RAM.